

2030: A Vision for the

TOWN OF Herndon VIRGINIA

HERNDON IS MADE STRONG IN 2030 BY:

**CITIZENS WHO
ARE ENGAGED
IN OUR
COMMUNITY**



**EXCEPTIONAL
SERVICE**



**OUR RARE SENSE
OF HERITAGE
AND PLACE**



**MAINTAINING
A RESIDENTIAL
HAVEN**



**A PLANNED
APPROACH TO
COMMUNITY
DEVELOPMENT**

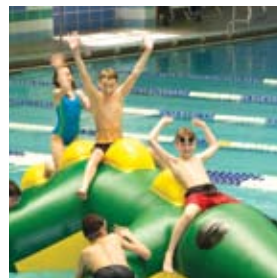


**REGIONAL
GROWTH
THROUGH
COOPERATIVE
MANAGEMENT**



**MODERN
MULTI-MODAL
TRANSPORTATION**

**OUR RENOWNED
AMENITIES**



**A VIBRANT
BUSINESS AND
TECHNOLOGY
COMMUNITY**



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In the year 2030, Herndon is an innovative town where history and heritage are respected and where people and their involvement matter. Herndon's inclusiveness and sense of community foster empowerment in each citizen. Its unique character and charm attract and nurture a wide variety of people and corporate citizens, from families who are raising their children to those enjoying their retirements. Herndon is the heart of an expanded community where positive benefits extend beyond the Town's boundaries.

HERNDON IS MADE STRONG IN 2030 BY:

CITIZENS WHO ARE ENGAGED IN OUR COMMUNITY

Our citizens, while from many backgrounds, are united and empowered to participate in the community through volunteerism and leadership opportunities within civic organizations and Town government. Herndon's many municipal and volunteer programs serve the full spectrum of the community. The citizen-elected government, in concert with the professional staff, is keenly aware of its responsibility to all citizens and how its actions impact their daily lives. Citizen input is encouraged and facilitated and serves as a catalyst for action. Respect for citizens' opinions and civility among Council Members and the public create a workable, cooperative atmosphere where government is responsive and effective.

EXCEPTIONAL SERVICE

As a municipal corporation, Herndon and its citizens benefit from the ability to directly control the things that matter. The citizens of Herndon expect and consistently receive programs and services of exceptional quality. Town employees are empowered to provide customer service that exceeds expectations, from initiation to follow-through. Numerous professional accreditations and awards distinguish our staff members. Citizens feel confident that they get good value for their tax dollar.

OUR RARE SENSE OF HERITAGE AND PLACE

Herndon is a charming and unique town characterized by its harmonious blend of the past and present. Through careful planning and protection of its historic sites and structures, Herndon has preserved the essence and spirit of a small town. This confluence of old and new is evident in the downtown and the adjoining heritage preservation district. The built environment supports and celebrates the historic sense of place that characterizes the Town of Herndon. Thoughtful physical development, including the town's gateways, public open spaces, buildings, and public and private infrastructure, provides both pedestrians and motorists with ample opportunity to experience Herndon's history and ambiance.

MAINTAINING A RESIDENTIAL HAVEN

The Town of Herndon boasts safe, secure, well-maintained neighborhoods that are free from traffic congestion, overdevelopment, and other consequences of growth suffered by the surrounding metropolitan area. Housing exists for residents in a variety of income categories and stages of life, including choices from traditional single-family homes to transit-oriented urban living. The Town is an oasis of appealing green spaces to come home to, where friendly neighbors create a nurturing environment in which our citizens prosper and grow.

A PLANNED APPROACH TO COMMUNITY DEVELOPMENT

Herndon has distinguished itself by managing growth to protect and improve its valued quality of life. Sustainable development has been carefully blended into the Town. We have leveraged what is around us and maintained our powerful sense of "hometown." Careful expansion and redevelopment have made Herndon a walkable, livable, social and economic center. The balance between residential and business areas of Town keeps our tax base strong.

REGIONAL GROWTH THROUGH COOPERATIVE MANAGEMENT

The Town's character, personality, and utility are sustained through intergovernmental planning and cooperation beyond our borders to protect our roads and Town amenities from overuse. Through selective expansion of its borders, Herndon is better able to provide municipal services to citizens and businesses in the Herndon community, while maintaining its legislative prerogative.

MODERN MULTI-MODAL TRANSPORTATION

Citizens and visitors who journey in, around, and through Herndon find modes of transportation that are convenient, safe, and accessible. The Town's internal system of sidewalks, streets, trails, and connections to mass transit and Dulles International Airport ensure that the region and the world are always just a few steps away.

OUR RENOWNED AMENITIES

Herndon's renowned amenities, exceptional programs, and activities draw participants from the region and visitors from around the world. The Town's extensive recreational facilities, including its 18-hole golf course, community center, public, privately-funded arts center and nature center, and numerous neighborhood parks, provide superior value and enable citizens to enjoy a high quality of life. Our park system is superbly maintained, well appointed, and accessible to all. The cultural experience is heightened by the variety of programming at the local cultural arts center and other community gathering spaces. The Town, in partnership with citizens and organizations, encourages community-based initiatives that inspire, motivate, and unite us in creating the ultimate environment for human fulfillment.

A VIBRANT BUSINESS AND TECHNOLOGY COMMUNITY

Herndon has leveraged technology to improve and serve the community. Innovative businesses have found our Town a welcoming environment in which to grow and operate. As the gateway to the technology corridor, we are a natural fit for living and working in modern ways. Small businesses, creative in both traditional and innovative sectors, find distinct advantages in calling Herndon home. With global access available at Dulles International Airport and easy regional access to Washington D.C. and other regional amenities by way of Metro, Herndon provides businesses with the ideal location to do business within a town setting.